

October 20, 2019

City of Toronto His Worship Mayor Tory, Executive Committee Members & Toronto City Council Members

Toronto Has a Shortage of Curling Facilities!

The Parks and Recreation Facilities Master Plan 2019-2038 was adopted by City Council In November 2017. The Executive Committee will vote on its implementation on October 23rd and City Council will vote on October 29, 2019.

The Toronto curling environment has changed dramatically in the past 2 years and this is not reflected properly in the Implementation Strategy for the Parks and Recreation Master Plan.

Toronto curlers, as your consultant reported, have indeed been served by the private facility providers in prior years. But elitism of the golf community, who were partners in the past with curling, has eroded the partnership. This is documented country-wide. Toronto has been the locus of this phenomenon.

The consequent shift that occurred influenced the supply of facilities in Toronto between 2017 and 2019. Three facilities totaling 18 sheets, providing recreation for 1800 players have disappeared from the Toronto sporting landscape. The remaining curling facilities, three of which are owned by the City of Toronto, are operating beyond capacity of 120 members per sheet. **The result is Toronto residents are forced to quit the game or look outside Toronto to satisfy their curling passion.**

Ice time for curling is unavailable to regular curlers, public rental curlers and occasional curlers. For example, The Toronto Sports and Social Club has over 20,000 members and they have lamented that they cannot find ice time for 100 members who wish to participate in curling on a regular basis. 900 regular curling members of Scarborough Golf and Country Club, Weston Golf and Country Club and St. George's Golf and Country Club have lost access to their curling facility due to these country clubs deciding curling did not fit with their upper scale golf environment.

Curling keeps city residents **physically and socially active in the Winter** and is enjoyed by people with varying degrees of physical abilities and ages. Curling is the most inclusive Winter sport available to Toronto seniors. Many curling facilities boast of members from ages 10 to over 90 years old. Successful curling venues are not exclusive private clubs but rather they are inclusive and available to all members of the public to provide recreation to people of varying ages, backgrounds and socioeconomic circumstances.

In North America, Curling is a growing sport thanks to inclusion in the Olympic Games in 1998. Indeed, NBC, the US network telecasting the Olympics, had over half its sports air time dedicated to curling in the last winter Olympics. The growth in the US has been exponential. Viewership in Canada increased so much that in Spring, 2019 curling on television during one week of the Men's Canadian Curling Championships filled 6 of the top ten viewed sporting events, outpacing ice hockey which filled three of the remaining four slots.

The City of Toronto Master Plan states that venues, previously only used for skating, needs “strategic renewal and re-purposing of existing arenas”. Curling needs facilities. It makes sense that the implementation of your master plan should include the re-purposing of skating arenas to become curling venues. The need is particularly acute in Toronto West. The West End Curling Committee (WECC) organized in 2018 and its members have investigated three such facilities: Long Branch Arena; Pine Point Arena and surrounding land; and, facilities in Centennial Park. **WECC has had several meetings with Parks and Recreation staff and provided them with detailed information on curling demographics in the West End of Toronto, a business plan and the clear need for additional curling facilities. Yet this shortage of curling facilities, particularly in the west end of Toronto, is not reflected in the Implementation Strategy recommendations.**

In Section 4.15 (page 86) of the body of the report the changing availability in curling facilities is noted,

“Curling rinks are traditionally provided by the private sector-many are associated with golf or tennis clubs-though there are a small number of legacy facilities within the City’s recreation inventory. Changing supplies, demand and market conditions are impacting the sport and provision of curling facilities, with many non-municipal venues closing their doors in recent years. Recognizing this the FMP did not establish a provision target for curling facilities. **More study is required to identify strategies for accommodating this sport.” (emphasis added)**

Unfortunately recommendation #21 states “No additional curling facilities are recommended”. This fails to acknowledge the changed environment which has resulted in a shortage of curling facilities and it does not reflect the wording in section 4.15 that study is required to identify strategies to accommodate curling.

Therefore, the report as currently drafted is flawed and should not be approved by the Executive Committee.

I am requesting that Implementation Strategy Recommendation #21 be amended to reflect the observations in the body of the report and state:

Recommendation #21-Current wording be deleted and replaced with “More study is required to identify strategies to accommodate the needs of Toronto curlers.

Thank you for your attention to this important matter for thousands of Toronto residents.

Sincerely,

Greg King



WECC Project Contacts

[Contact with Elected Officials](#)

Stephen Holyday - January 16 – explained the critical nature of the problem.

Michael Ford – several conversations to explain the critical nature of the problem.

Frances Nunziata – several conversations to explain the critical nature of the problem

Athony Perruzza - met to explain the critical nature of the problem

Kinga Suma MPP - meeting with WECC members to explain the critical nature of the problem

Doug Ford - contacted via Facebook. He responded with, “you are doing all the right things keep doing what you are doing”

Donna Cansfield – October 15 – explained the critical nature of the problem

[Contact with Parks, Forests and Recreation Staff](#)

Matt Bentley - 2 meetings (January & April). Did a complete presentation on the project.

Cathy Vincilli – January – with Matt Bentley. Did a complete presentation on the project.

Casey Morris – April & May Centennial Park Planning – explained the critical nature of the problem.



Monday, October 21, 2019

Re: West End Curling Committee

We have been asked to support an enterprise in the west end of Toronto to build new curling facilities. We fully support this initiative and will offer our assistance in any manner required by the enterprise.

Greater Toronto area curling facilities are lacking capacity to accommodate the curling public. The West Toronto Curling group is pursuing the creation of new facilities in the west end of Toronto to meet the demand and interest in our sport.

In a population of 5 million within the Greater Toronto Area, there are 50,000 active curlers and more than 200,000 who will have tried curling or play it at least once per year. The issue is that there are not enough dedicated sheets of curling ice to properly participate.

Toronto's latent demand for curling is significant. For example, the Toronto Sports & Social Club cannot find enough curling ice time to satisfy the demand of its 20,000 constituents.

Not only does the sport of curling bring Canadians together during the winter, it also has a strong economic impact. Last year over 800,000 spectators attended curling events in Canada, generating over \$584 million in economic activity and supported \$186 million in wages and salaries. 1 over 4,000 Canadians are employed in the curling industry.

Curling is incredibly inclusive with an equal number of championships for men and women; programs for youth as young as six years and, many instances of Canadians in their nineties still playing a weekly game at their community club. Curling has well-established programs for Canadians with disabilities including wheelchair curling, curling for the visually impaired and, curling for the hearing impaired. Curling is also entrenched in the Special Olympics community as well as LGBTQ communities across our country.

Curling is indeed an affordable sport. Entry cost is less than \$500 per year for an adult and \$150 for youth. Compare that to hockey whose comparable costs are \$1500 and \$1000 or higher.

Curling has become a growth sport world-wide with its acknowledgement as an Olympic sport and its increasing viewership on electronic media. Over 50% of NBC's Olympic air time was curling, resulting in significant rise of interest as well in the United States.



Canada has dominated the sport, but the international competition is growing and we will require the infrastructure to maintain our standing in the sport.

For these reasons, we fully support the initiative of the West Toronto Curling Group to foster new curling venues in Toronto. Upon the opening of new facilities, Curling Canada will dedicate resources to help establish these new facilities with programming and business planning support.

We know the dedication of Toronto's curling community. This initiative is expected to exceed expectations, building on the pent-up demand for the sport of curling in Toronto. This success will mean accessible facilities for the urban centre that represents the greatest growth in Canada's "other winter sport".

Sincerely,

A handwritten signature in black ink, starting with a circled 'D' and ending with a long horizontal flourish.

Danny Lamoureux
Director, Curling Club Development & Championship Services
613-834-2076 Ext: 116
Mobile: 613-878-3682
danny@curling.ca



ONTARIO CURLING ASSOCIATION

1400 Bayly Street, Unit # 10, Pickering, ON L1W 3R2

March 14, 2019

CURLING IN WEST END OF THE GREATER TORONTO AREA

With over 1.9 million participants across Canada of which 950,000 are in Ontario and over 350,000 in the GTA, the sport of curling is continuing to grow and attract athletes from all stages of the sports life cycle. Curling is a sport for life that can be played from the youngest ages (5+) to well into the senior years (90+).

The west end of the Greater Toronto Area is dramatically under serviced in meeting the demand for curling with only two curling facilities for over 900,000 people – High Park Club and St. George's Golf & Country Club. Both of these clubs have dramatically different approaches to the curling market but are seen as more 'private' in nature to the general recreational community.

The demand for curling is growing with the exposure of the sport at the Olympics and around the world with Mixed Doubles being a new expanding part of the sport. As a sport for life and the increased demand from the senior citizen community for recreational activities that are safe and structured, curling is well positioned to be a sport of choice.

Curling is far too important as both a recreational activity and an economic generator for the community. The West end of the Greater Toronto Area is prime for a community based facility that can support the city's recreational needs. The economic impact of curling is proven to be an average of \$ 2 million dollars for a six sheet facility in a city environment.

CurlON would be a willing partner with the Greater Toronto Area to source and find a cooperative solution that continues to have curling as a recreational activity in the west of the Greater Toronto Area. The opportunities to transition typical arena facilities into economic generators during non-peak hours is an interesting business model that needs to be explored by more communities. These facilities sit almost dormant for many hours each day and the opportunity to partner with curling to use these non-peak hours is an excellent model that needs to be explored.

We would welcome any ideas or suggestions and will continue to work with the interested parties in the west end of Toronto.

Truly,

A handwritten signature in black ink, appearing to read "Stephen Chenier".

Stephen Chenier
Executive Director

Humber Seniors Curling Club

Dear Executive Committee Members:

My name is Duncan Macgregor. I am the current President of the Humber Seniors Curling Club.

Our club is made up of 70 men, 50 years and older, who presently curl out of St. George's Curling Club.

We are not members of St. George's, but have rented ice from St. George's since the late 90's after moving from the Humber Highlands Curling Club (now defunct).

The curling situation in Etobicoke is really sad and on life support. Weston closed their club two years ago. St. George's is closing its curling facility in April, 2020.

The current clubs in our area (High Park & Dixie) have a very full schedule and cannot accommodate our needs forcing us to go to Mississauga Golf and Curling Club if we wish to stay together as a club.

Our members are all Seniors and our club helps Seniors stay healthy and active, and we are out of the house on a very active schedule during the curling season, in spite of the weather!

Most of our members curl up to 4 times per week.

In addition, nearly all of our members live in the Etobicoke area. With St. George's closing next year, we are being forced to go outside of Toronto to curl.

Etobicoke badly needs a new curling facility. For our Senior's group of 70 men, we will be forced to either head down the highway to Mississauga, or quit curling altogether.

As residents who pay our taxes in Toronto, why should we be forced to travel outside of Toronto to curl on a regular basis?

Please seriously consider adding a curling facility to the Parks and Recreation Master Plan.

You will be doing something important to keep seniors active and healthy by supporting the inclusion of a curling rink in Etobicoke.

Respectfully submitted,

Duncan Macgregor,

President, Humber Senior's Curling Club.



Ontario Curling Council

To: West Toronto Curling Committee
From: Ontario Curling Council, Provincial Sport Organization
Date: March 4, 2019
Re: Future of Curling in West End Toronto

As the recognized Provincial Sport Organization, The Ontario Curling Council would like to express its support of the West Toronto Curling Committee and their efforts to ensure the healthy future of the sport of curling in the West End of Toronto.

The Ontario Curling Council shares the concerns of the West Toronto Curling Committee as the number of curling facilities in the west end of Toronto is dramatically low compared to the population (900,000+) in the area. The entire area is only serviced by two clubs, High Park and St. George's Golf and Country Club. High Park is already oversubscribed and St. George's Golf and Country Club has expressed interest in become a golf only facility.

As a sport that services both recreational and competitive participants from ages 6-86, a loss of any further curling facilities would be a major blow to the sport in Toronto. Curling Centres act as important community centres for participants of all ages and abilities. It is an inclusive and welcoming "Canadian experience" whether a participant wants to curl once a year, one a week or once a day.

The West Toronto Curling Committee is looking to the future. They are seeking innovative partnerships to ensure curling remains strong in the city of Toronto. The Ontario Curling Council strongly encourages these partnerships as they have been very successful in other communities. The construction of a new facility would be ideal, but re-purposing of other arenas (figure skating or hockey arenas) should also be considered. As the Provincial Sport Organization, state of the art, modern facilities with strong business acumen are the first clubs we look to when we're hosting training camps, competitions, etc...

The Ontario Curling Council will continue to act as a resource and provide whatever in-kind resources or expertise the West Toronto Curling Committee may need in their quest moving forward.

Sincerely,

Jennifer Ferris
Manager, Programs and Operations
Ontario Curling Council

1400 Bayly St., Unit 10
Pickering, ON L1W 3R2
Bus. #: (905) 831-3699 Fax #: (905) 831-1083
Toll Free: 1-866-800-7293
E-mail: information@ontcurl.com



Toronto

Special Olympics
Ontario



August 23, 2019

West End Curling Committee

Dear West,

On behalf of Special Olympics Ontario and the Special Olympics Toronto Community, we support the West End Curling Committee in their efforts to address the lack of curling venues in the west end of Toronto.

As an organization that provides individuals with intellectual disabilities opportunities in sport (which includes curling), Special Olympics Ontario is grateful for the West End Curling Committee's tireless efforts in exploring available options and in working with the City of Toronto. Thank you so very much for taking the lead and providing updates and insights into the project.

We look forward to work with your group and the possible opportunities made available for athletes with intellectual disabilities.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Chung', with a stylized flourish at the end.

Michael Chung
District Developer, Greater Toronto Area
Special Olympics Ontario

Special Olympics Ontario

65 Overlea Boulevard, Suite 200, Toronto, ON, M4H 1P1

Tel 416-447-8326 / 1-888-333-5515 Fax 416-447-6336

www.SpecialOlympicsOntario.com **Twitter** @SOOntario

Registered Charitable Number - 11906 8435 RR0001

Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities.



THE TORONTO CURLING ASSOCIATION

6A-170 The Donway West, Suite 1409

Toronto, Ontario, M3C 2E8

www.torontocurling.com

March 6, 2019
Toronto Curling Association
Suite 6A – # 1409
170 The Donway West
Toronto, Ontario M3C 2E8

City of Toronto

Subject: **SUPPORT FOR THE WEST END CURLING INITIATIVE**

To Whom It May Concern,

We have been asked to support an enterprise in the west side of Toronto to realize new curling facilities. We unequivocally back this initiative.

The Greater Toronto Area curling facilities are lacking capacity to accommodate the curling public. The West Toronto Curling group is pursuing the creation of new facilities in the West end of Toronto. In a population of 5 million within the GTA, there will be 50,000 active curlers and more than 200,000 will attest to having tried curling. The difficulty is that there are not enough sheets of curling ice to participate. Toronto's latent demand for curling is significant. The Toronto Sports and Social Club cannot find enough facilities to satisfy the demand by its 20,000 constituents for curling. Not only does the sport of curling bring Canadians together during the winter, it also has a strong economic impact. Last year over 800,000 attended curling events in Canada, generating over \$584 million in economic activity and supported \$186 million in wages and salaries. Over 4,000 Canadians are employed in the curling industry.

Curling is an affordable sport. Entry cost is around \$500 per year for an adult and \$150 for youth. Compare that to hockey whose comparable costs are \$1,500 and \$1,000. Curling has become a growth sport with its acknowledgement as an Olympic sport and its increasing viewership on electronic media. Over 50% of NBC's Olympic airtime was curling, resulting in significant rise of interest in the United States. Canada has dominated the sport, but the international competition is growing and we will require the infrastructure to maintain sport supremacy.

For these reasons, we support the initiative of the West Toronto Curling group to foster new curling venues in Toronto. Upon completion of new facilities, we will dedicate resources to help establish the new facilities with programming and business planning support. We know the dedication of Toronto's curling community. This initiative is expected to exceed expectations, deriving the pent up demand for the sport of curling. This success will mean accessible facilities for the urban centre that represents the greatest growth in Canada's "Other Winter Sport".

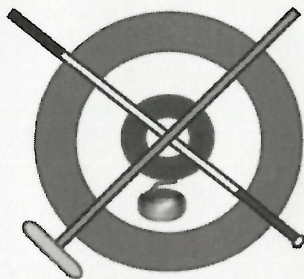
Yours truly,

A handwritten signature in blue ink that reads "Danielle Inglis". The signature is written in a cursive style and is contained within a light grey rectangular box.

Danielle Inglis, BA
President
TORONTO CURLING ASSOCIATION

Annandale • Bayview • Brampton • Chinguacousy • Dixie • Donalda • East York • Granite • High Park • King • Leaside • Mississauga • Oakville • Oshawa • Oshawa G&CC • Richmond Hill • Royal Canadian • St. George's • Tam Heather • Thornhill • TCS&CC • Unionville • Whitby • York

TORONTO BLIND CURLING CLUB



#206 – 800 Kennedy Rd., Scarborough, ON M1K 2C9

October, 2019

To whom it may concern;

This letter is to provide support to the West End Curling Association to establish a new curling club in the West end of the city of Toronto. We feel this is an initiative that can benefit blind and vision impaired curlers, both present and future, to be active community participants through sport. Per our mission and mandate statement ...

“Toronto Blind Curling Club members are dedicated to promoting the social, health and recreational benefits of curling to blind, partially sighted and deaf/blind individuals within the Greater Toronto Area.

Our coaches and guides train and support both beginners and experienced players. Members strive to inspire and motivate one another and provide praise and encouragement while practicing and engaging in both competitive and non-competitive matches.

Our goal is to provide sharing of knowledge, and encourage exercise, teamwork, socialization, independence and a rock of a good time!” “

Opening opportunities via curling towards community participation and engagement would be enhanced by an establishment of a new curling club and blind curling program within it. For those with vision loss, transportation options can pose barriers for inclusion and participation. A blind curling program in the west end, to compliment the existing one in the east end of Toronto would provide more options and expand the potential catchment area to bring new and existing blind curlers into the sport.

As a supporter of this initiative and its goals of broader community inclusion, Toronto Blind Curling has committed to providing its expertise, energy and support to ensure a new West end curling club that is inclusive of blind and vision impaired Torontonians by establishing a Blind curling program within the new facility.

Please feel free to contact us if you would like any further information or clarification

Respectfully

A handwritten signature in cursive script, appearing to read 'Ann Lafontaine'.

Ann Lafontaine, President, Toronto Blind Curling Club
<http://www.torontoblindcurlingclub.ca/>

West End Curling Committee

Support from the Toronto, Ontario and Canadian Curling World

The West End Curling Committee has received numerous expressions of support verbally, in emails, formal letters of support and other methods from important organizations, groups and individuals. All of these forms of support express strong agreement that curling in west Toronto is in crisis and whole heartedly endorse the efforts of the West End Curling Committee as it works to fill the void in curling opportunities.

[Petition](#)

A petition has been signed by supporters from across the GTA. These people, by way of joining the petition, are saying they believe the Etobicoke-York region is seriously underserved with respect to curling and they believe steps need to be taken to give the community the access to curling it deserves. The petition continues to grow – at last count approximately 800 people had joined it. (Submitted separately)

[Formal Letters of Support](#)

Curling Canada
Ontario Curling Association
Ontario Curling Council
Toronto Curling Association
Toronto Blind Curling Club
Special Olympics Ontario
Wheel-chair Curling (Martha Sandoval-Gustafson)
Humber Seniors Curling Club

Individual Online Submissions

WECC recently launched a fundraising effort with a National Contest from Kraft Heinz which was looking for one local sports project to help fund. The contest asked for voluntary submissions online from individuals to explain in their words their community's spirit and passion for their project (in our case, a desired new curling facility); how we would apply the contest prize money; and why this place to play is important to our community. The comments from those who responded for our desired new curling facility were heartfelt and deeply held. The authors were anonymous but they are clearly passionate about curling and the opportunity to continue playing. Just a few of the thousands like them in west Toronto.

Ad Hoc Endorsements

WECC has met with and talked to many groups and individuals as we did research for our project. These groups have provided ad hoc advice, support and encouragement for the goals WECC has. They are willing to assist in whatever way they can.

Toronto Sports & Social Club
City of Toronto Curling League
Toronto Sports Council
Curling Facility Managers from across the GTA
ParaSport Ontario
PanAm Centre

West End Curling Committee presentation

Dear Mayor Tory and City of Toronto Executive Council Members:

My name is Bruce Barber. I'm speaking on behalf of the West End Curling Committee a group of disenfranchised curlers that have been working with P&R and City Councillors to address this facility crisis in curling in Toronto's West End.

Personally, I'm a curler at St. George's which after over 60+ years of supporting curling, including the 1998 World Championship rink of Wayne Midaugh, will be closing its doors as of April next year. We have members that formerly curled at Weston, which closed last year, Scarborough, also closed last year, as well as Lambton, and the Boulevard Club all of whom have found themselves without a place to play.

Overall, we'd like to convey 3 messages:

1. The curling facility shortage in Toronto's West End has reached crisis proportion with 1 facility to service the entire west end of Toronto
2. The report does not accurately reflect this crisis
3. We, the West End Curling Committee, are ready and able to partner with the city to develop solutions.

We need your support here and now to make this happen.

We are not alone. We have letters of support of our initiative from the following groups:

Toronto Curling Association; Curl Ontario; Blind Curling Association; Wheel Chair Curling Association and Humber Seniors.

We have a petition with 800 signatures on it. As Mark indicated, the statistics show over 6,000 people in the West End of Toronto would be candidates to participate in curling if only a facility were available.

I'd like to briefly review what we have done to enable the approval of a curling facility plan and then I'll indicate what you can do to help make this a reality.

1. We have met twice with P&R staff to identify the facility crisis in Toronto's West End and prepared a complete business plan, identifying the facility specs, costs, and operational plan for a new facility. Importantly, once completed our organization has offered to run the facility with volunteers and pay an annual lease to the city (similar to the other municipal curling facilities), making this opportunity a **cash flow generator, not a drain on city resources.**
2. We have met with city counsellors in the West end including Ms Nunziata and similarly briefed them on the crisis and our solid plan for dealing with it.
3. Through these discussions we have identified 3 potential sites that have the space and location to house such a facility – **Centennial Park, Pine Point Arena and Long Branch arena.**
4. We have consultants on our board including Mark Inglis, Canada's foremost curling consultant, who has provided the facility specs that would ensure the approved facility is built to modern

standards and is inclusive for all age groups and abilities, including Blind Curling and Wheel Chair curling.

5. We have met with RBC and secured an agreement to provide our group with a NFP loan that could offset a significant portion of the building costs of the new facility.
6. We have a mailing list of over 800 people who are interested in joining the new facility once it's built. Clearly the demand is there.
7. With the urging from P&R we have developed a summer usage plan for the space including Pickleball courts, and summer camp indoor facilities.
8. We have relationships with rental leagues including the Toronto Sports & Social Club (20,000 members), Humber Seniors, TDSB, numerous corporate rentals, and plan to make the facility widely available for rental use of the community as well as regular league play.
9. We have a management team that is ready to run the new curling facility that has over 200 years of curling and curling management experience behind it.

In short, we are ready to go. We have put endless volunteer hours into this project because of our passion for curling and our desire to ensure the West End of Toronto continues to be a hotspot for talent development and recreational fun for all ages and demographics.

So to reiterate:

1. The curling facility shortage in Toronto's West End has reached crisis proportion with 1 facility to service the entire west end of Toronto
2. The report does not accurately reflect this crisis
3. We, the West End Curling Committee, are ready and able to partner with the city to develop solutions.

What we ask, is that you support us by doing as Mark indicated, direct the P&R staff to re-write point 21. Currently the report states regarding curling "More study is required to identify strategies for accommodating this sport." We would like this to be modified to indicate the urgency of the need to fill the void in facilities and suggest the following:

"Curling Facilities are needed in Toronto, particularly the West End, and studies should be urgently undertaken to determine the optimal site for new facilities."

We recognize you have many competing interests for the limited dollars available but we implore of you to please recognize the importance of curling to our community (your constituents) and do the right thing for them and our legacy as a City and insist that curling facility planning be included in the Implementation of the Master Plan.

Thank you on behalf of the West End Curling Committee.

Stories from the Kraft Heinz Contest, Oct, 2019

BRUCE W.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

We need a new Curling Rink in the West End because we have lost 3 Rinks that were attached to Golf Courses. Weston, Lambton and St. Georges have closed down their Curling Facilities .They have all decided it is not a fit for the modern day Golf Club and to-days Golfers are not to-days Curlers . Fair enough. Yet each of these curling clubs had an active membership and operated at a profit to the Golf Course. So money is not the issue. You can build a Curling Rink and it is going to be profitable but a Fitness Facility or a Pool or an Indoor Golf range seems to be a better fit to a Golf Club, especially when you need to attract new members! Curling is the ultimate catalyst for Community Spirit. A perfect example are the small towns around Toronto. When you join the Curling Club you will meet all your neighbours. The nature of the game is that you play and meet everyone in the club. It is the same in the City. Community Spirit thrives with Curling!

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The few Curling Clubs that are left in West Toronto are full! To curl you have to go to Mississauga and they are welcoming us to do so. It's a loss of revenue for Toronto and a loss of identity and a loss of tradition. We have the longest running Bonspiel In Canada. And talk about Tradition. There is no better alliance than a traditional company like Kraft/ Heinz and Curling. The business model of a Curling Club is very simple. The closed clubs were all profitable but since they were attached to Golf Clubs they did not attract new Golf Members. Golf Clubs are struggling. They are expensive and need new members to sustain their existence. No one knows how this will play out but the Golf Clubs had to do something.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

I can't imagine a better bang for your buck than supporting a Curling Club in the West End. We know it will be successful. We know it is needed. We know the numbers and supporters are already there. It is a Win, Win Situation for everyone!

MARY H.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

My father taught me how to curl when I was 15 years old in small town Ontario. I moved to Toronto to go to university. I curled at The Terrace, Humber Highlands, and Boulevard Club where I met my husband, St. George's and Weston. As of 2020 all of these curling facilities will be closed. To maintain the spirit in Etobicoke, we need a curling club similar to the 3 curling clubs east of Yonge St.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The prize money would be used to help make the dream of a curling facility in Etobicoke come true. There are many high schools that could have a curling club just as I had growing up. Curling instills team work and good sportsmanship as well as physical fitness. The facility could also be used for Little Rocks....children learning the sport at a young age with their families. Curling is now an Olympic sport which has increased its popularity across the country.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

This place to play in our community is important to maintain Curling for Seniors, Intermediates, Juniors and Bantams as well as future generations to come. After curling clubs closed in recent years, players have gone outside our community to continue to play the sport they love. We need to bring this sport back into our community and continue it for many years to come.

LESLIE P.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling, the roaring game as it is sometimes called because of the rumbling sound of the 44-pound (19.96kg) granite stones make when they travel across the ice, became a major part of my life over 20 years ago. I came to the game a little late in life at the age of 50 unlike some of the curlers I came to know who started as youngsters or teenagers. Curling was the best thing to come into my life. It provided new friendships, exercise, socializing, a better enjoyment of winter and unexpectedly, great travel opportunities. I have curled in 16 countries and made friends with people I might never have met and visited places I might never have traveled to. I was pleased to find the sport's attraction is that anyone can play whether young or old, average Joe (or Mary) or superstar athlete. As a new curler I was placed on a team with 3 experienced curlers who were patient, encouraging and lovingly instructed me knowing they too had each been new curlers at one time.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

In Toronto west we need a new curling facility for the many curlers displaced by the closing of numerous curling clubs in recent years. The remaining clubs are filled to capacity. The \$250,000 would be a major contribution to the goal of a new curling club. A place where young and old, male or female, student or senior can gather to learn and play the wonderful, social, fair and honest game of curling. We need to sustain and grow the game of curling in Toronto west. Curling was first played in Toronto in the early 1800's. Let's not eliminate it for so many of our long time citizens but grow it and introduce it to our new Canadians as well.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

The proposed new curling facility in Toronto west would add a great deal of benefit to the community. The benefits of curling are numerous. You can play at any age. Both sexes can play (and curling with your significant other can be a lot of fun). The rules are easy to learn. You don't have to pay a lot to learn. No expensive equipment is required. Curling is good for your health. Curling is wheelchair accessible. A curling team is made up of 4 players. The team might have the CEO of the company curling alongside a person working on the assembly line. They might have players who are white or people of colour. They might have players who are Muslims, Jews or Catholics. They might have players who are members of the LGBTQ community. For all their differences they have one common goal for the good of the team to be successful as a team. Isn't that what we want as a community, to come together to play and socialize together in harmony?

MAUREEN C.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

The Curling community is a vast and diverse group. It is very strongly social and enthusiastic. We work at getting new members to curl and keeping them engaged over the seasons. We need more spaces in Toronto so that hundreds have a place to keep curling . Lots of curlers are over 80, how many sports can boast that type of enthusiasm. Curling sponsors other social activities to keep us active; many golf and lawn bowling leagues have started with curling friends, many couples have met through curling, many trips are taken to play and watch curling.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Curling has ice making facility requirements that are similar to a hockey rink but with more ice making controls. The surface needs to be level, keen and at a good temperature for the curling rocks to react correctly. Fine-tuned controls for the ice keep the temperatures within range for the games. Battery operated scrapers keep the ice surface level and keen. The money is needed to finance the facility and equipment for use in winter and in the increasingly warmer spring and fall so we can get more curlers playing longer.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

The west part of Toronto has few curling facilities, most people need to travel to Mississauga. We need to accommodate more curlers in Toronto and from the greater Toronto area to keep it active and support Olympic ambitions. Curlers are actively helping our youth to get into curling. We need more curling facilities to keep them in the game. We want to have a modern facility that will support training as well as regular play more months of the year.

BEN S.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Though the sport of curling was invented in Scotland and is now played around the world, there is no doubt that its true home is in Canada. There are an estimated 1.5 million active curlers in this country. Why? True, we have long, cold winters, but other countries have that. I believe there is something about the spirit of the sport which is quintessentially Canadian. Canadian values of modesty, fairness and honesty are embedded in the very fabric of the game. Competitors from overseas have marvelled at how spectators here applaud outstanding play from both teams. Sure, we want the gold badly, but respect for the opponent comes first. Curling is the ultimate team game. Imagine in baseball if the outfielders could coax a pitcher's throw to move into the strike zone. In curling, every player is involved in the result of every shot, it is full participation, all of the time. It's easy to have a passion for play in a sport where your contribution to a team is so evident.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

In Etobicoke there is a lack of facilities to play this wonderful sport. Not because of a lack of interest, there is plenty of that, but because the sport no longer fits in with the Golf & Country club setting. The sad truth is that the very aspects of the sport we hold dear, its inclusiveness and accessibility, have made it an undesirable amenity for those with an elitist mentality. The solution to this problem is a new facility run by curlers that will welcome all with an interest in participating in the sport.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

It's been a long time since a new curling rink has been built in Toronto. For decades curlers here have had the luxury of being able to ride on the coattails of the vision and foresight of community leaders who expanded the sport in the city. No longer. Now it's our turn to build something not only for us, but for future generations to enjoy. I believe our curling community is equal to this enormous task, but sometimes the pump must be primed to effectively tap a resource that has lain dormant for so long. A Kraft Heinz Project Play grant would be instrumental in galvanizing curlers to achieve this goal. I'm sure there are many worthy nominations for this kind gift, but in this case, I expect its value will be multiplied many times over by generous donations once curlers truly believe this project can become a reality. If Kraft Heinz wishes to maximize the leverage of this donation, they will find fertile ground in supporting the Etobicoke Curling Centre.

MARILYN R.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling has been part of my life for more than 40 years. Throughout this time I have met many members of our community, making lifelong friends. I spent 15 years instructing Little Rock and Bantam curlers, watching them develop their skills and a love of the game. I know many are still playing today at curling clubs across the country. Curling is a great sport that instills a strong sense of team work, sportsmanship, and fair play.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Several of the private curling clubs have closed in West End Toronto. This money would be put to good use helping to build a new curling facility to fill the void and to provide a place for displaced curlers to return to the game they love.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

A new curling facility is important to Etobicoke because curling clubs are a hub where community members from all walks of life join in playing a sport that promotes fun, friendship and fellowship. It builds community spirit. It keeps people of all ages and abilities active and healthy

PAUL R.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I absolutely love the sport of curling. Became interested during the Winter Olympics watching Jennifer Jones and her team come so close to winning a gold medal. My wife, son and daughter-in-law have all become curling enthusiasts. I am hopeful that my two grandchildren will also take up curling as well. Curling is becoming very popular with young people and I would really like to see additional curling facilities being built for future generations of curlers.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

We most definitely need additional new curling rinks for our present and future generations of curlers. There is at this time a shortage of curling facilities in our area of west Toronto and some avid curlers may have to give up the sport that they enjoy as a result. The \$250,000 prize money would be an inspiring start for both existing and future curlers to raise the additional funds to get construction of a new facility underway.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Curling is a sport for both young and old. Children love the sport and seniors thrive on a sport that can be played in their later years even when physical difficulties limit them from almost all other sports. Kraft Heinz have always promoted healthy consumer products. Providing funding for a sports facility to be utilized by all ages would solidify their corporate image of giving back to their valued customers and being a part of the community.

LINDA K.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling is a sport for all members of the community. You can learn at any age! What is special about this sport is that people of different abilities can play together on the same team. It is a social sport where fair play and good sportsmanship are the hallmarks of the game! Curling benefits the whole community because it keeps people active and builds connections and relationships through team sport. It is good for both physical health and mental health to have the sport of curling available for more people to play! Please help us build a new facility in west Toronto. Thank you!

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The money would help us to build a new curling facility in west Toronto. This year is the last year for curling at St Georges golf and country club. After more than 50 years, there will no longer be this winter activity offered and hundreds of curlers will be without a facility. The west end of Toronto only has Cricket. Lib which is very exclusive and High park curling club which is full and can take no new members. This is why we need to build a new facility in west Toronto! We will be able to continue to play the game we love and have a facility to introduce new people to this amazing sport that helps to pass the long Canadian winters!

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Winning Project Play would go a long way to helping us build a new curling facility in west Toronto. A new facility will benefit the whole community since curling is a sport for people of all ages. You don't have to learn as a young person- you can take up the game at any age. This game helps beat the winter blues and build community. It gives people a place to socialize and be active.

NANCY R.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I have been curling nearly 30 years....it is my life in the winter. Not only is it exercise for the body but it stimulates the brain. At 90 plus, it involves me in the community and keeps me in touch with younger people...and that is very important as one ages. Curling is chess on ice.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Etobicoke will be without a single curling facility come April 2020. That is extremely crucial for such a thriving community. Curling is for everyone, not just the upper crust. The need is there.....Curling is such a popular sport now....an Olympic event too. We are screaming for a new facility.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Where will Etobians be able to curl..out of the district.....?.is that good for this community? I don't think so. .We should keep our people involved in their own area....not elsewhere. Some former Etobicoke curlers have left the community in order to continue curling. That is sad news .Etobicoke has many sports activities ...but no curling. Curling bonspiels bring outsiders into this community.....we can show our spirit for the community and the game. Curling would bring us together. At 91 in a couple of months, I want to continue curling in MY community.

MAUREEN V.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curlers in Etobicoke are not only passionate about curling but also about supporting the community as a whole. We invited a local program for adults with disabilities to come to watch us curl and all of these wonderful young adults were full of questions about curling and how they could try it. To get them started, we donated the proceeds of a bake sale and raffle to the group to enable them to purchase a floor curling set so they could start to learn the game.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

We would use the funds to help transform an existing ice rink designed for hockey and figure skating into a dedicated curling facility and purchase the curling rocks and equipment needed to operate a curling rink.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

At the end of this season, the curling rink at St. George's Golf Club will be closed, following the lead of other private golf clubs in Toronto. As this is the last remaining curling rink in Etobicoke, our curlers, including local high school students and Special Olympics participants, will be without any local curling facility. With the popularity of curling, the rinks in neighbouring cities are full. Creating a dedicated curling facility in Etobicoke will allow our junior and special needs curlers to continue with the sport and will also provide much-needed recreation for the extensive senior population in central Etobicoke.

HAZEL R.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I have been a curling member since 2000 and have loved every moment from the beginning. I thought I would give curling a try and fell in love with the sport. Getting out, getting exercise and making new friends is something I look forward to. Curling allows everyone to do that. It is such a shame that so many curlers at St. George's Golf and Country Club are losing this facility. We need a place to go and with your funding, it will be a good start to a new curling rink.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

This is our last year curling at St. George's G & CC. We need a new facility that will accommodate all the keen curlers. Getting this funding I'll be a great start. From children to seniors, curling is such a wonderful sport, providing exercise, friendship and fun times together.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

It would be such an asset for our community to have a place to curl. If a new facility was opened in Etobicoke, so many people would be using it. Groups of school children could rent the ice. Seniors of all ages and people of all nationalities would enjoy an indoor winter sport. Curling doesn't cost too much for equipment and it is a great way to enjoy our Canadian winters.

LINDA B.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling is a winter sport that keeps us active, competitive with other clubs, connected with people and makes the winter fly by with fun. Etobicoke needs an independent curling club that is not connected to a golf club or to the whims of a golf club board to take curling away. The passion for curling was evident when there were several meetings over the last 2 years to fight to keep curling at St. George's Golf Club. The golf board reduced our ballot strength to 1 whereas golfers had 10 so it became a done deal that curling no longer had a future. Weston Golf closed the doors last year without a curling vote so with the closing of St. George's curling, there is no facility where we can curl.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Etobicoke in the west of Toronto needs a curling facility that is independent of any golf club board that can decide to shut the doors and remove curling. We need a facility built to keep us together and to replace the curling rink that has been taken away by a golf board at St. George's Golf Club. Curling outside of the city in the rural areas such as Collingwood, Bracebridge and many other areas is full to capacity and many people, seniors in particular, are moving out of Toronto to remain active and connected with people during the winter months. The need for young people to be active and keep competitive is equally important.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Etobicoke needs an independent curling facility that is not linked to a golf club so that the many of us who have been curlers for many years have a place to play. We have had our curling facilities taken away from us by boards of St. George's and Weston. This will be a place for secondary schools teams, university teams, seniors, women's, mixed and men's teams to continue our great winter sport. Curling has a huge support in rural areas so we need a facility in Etobicoke to support our needs.

DELORES M.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

In towns and cities across the province and the country the local curling club is known as the "heart of the community". It is the gathering place where amazing things happen. Lifelong relationships are nurtured and close bonds are built. I have curled and worked with special needs members of the community for years and have seen the positive impact curling has had on this group of amazing people. For a vibrant community like Etobicoke to be without a curling club, an empty place were the heart of the community used to be, is difficult to imagine. We need to give this community the gathering place, the play, the spirit that they have lost and build that welcoming curling community up once again, not only for the special needs members of the community, but for everyone from age 6-90 and beyond.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The funds would be used to acquiring a place to call home. A meeting place where the magic will happen. The location, in Etobicoke, and the building, ice making equipment, curling rocks, tables and chairs come at considerable cost. The Kraft Heinz Project Play will enable us to take a great step forward in this project and bring curling back to this amazing community.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Building a curling club in Etobicoke is important to the community for many reasons. The members of the community who have lost their play place have nowhere to go because they are not able to travel long distances to other curling facilities. This includes kids, adults, seniors, people with intellectual disabilities, and people with physical disabilities. School curling programs will be cancelled, there will be no more bonspiels or curling fundraisers for other community groups. By winning the Kraft Heinz Project Play we will be much closer to building these community events back into the culture and impacting the residents and charitable organizations of Etobicoke in a positive way.

JANE C.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

In the year 2000, I started to curl. A neighbour encouraged me to start and I have been enjoying curling ever since. Many of the curlers have become my good friends. Last season, my granddaughter started Little Rock's which teaches the game using smaller stones. She loved it so much that she wants to continue. Sadly after this coming season, Etobicoke will no longer have a curling facility.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Money is needed to build a curling venue somewhere in Etobicoke. After this coming winter there will be no places to curl in the west end of Toronto.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Almost every small town in Ontario, if not Canada, has a curling facility but after 2020, there will be none in Etobicoke. It is a shame as it is such a wonderful team sport! Many friendships are formed both on and off the ice. The community comes together for friendly games and Bonspiels.

KATHY H.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

With the closing of curling at St. George's Golf and Country Club in the spring of 2020 Etobicoke will be without a curling facility of any type. It is the curling community's spirit, passion and drive that has undertaken to change this.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The \$250,000 in prize money would go a long way towards helping to make the improvements and modifications required on the building become a reality. There is specialized equipment required to create the sheets we play on.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Winning the Kraft Heinz Project Play would positively impact Etobicoke by allowing curling and, thus, the "curling community" to continue. Curling is such a special and unique sport in the values it teaches both on and off the ice. Values such as camaraderie and sportsmanship. It is a very inclusive sport - attracting players of many ages and skill levels. And after the game is finished, no matter the score and who won or lost, everyone socializes together. Strong bonds and friendships are formed through curling. It would be such a disappointment to see that end.

GREG K.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling is a great inclusive sport that brings together people of all ages, backgrounds and abilities. There are blind curling leagues, wheelchair leagues, children's leagues, seniors leagues and people from varying levels of abilities can enjoy playing the game together. It teaches fair play, working together as a team and keeps Canadians healthy and active during the winter. Canada is a world leader in the sport but unfortunately curling is at risk in Toronto as several clubs in Toronto have decided to focus on golf and close their curling programs, leaving over 1,000 active curlers homeless. We need a community facility, accessible to all.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Community members are meeting with City officials to discuss how to make our dream of a fully accessible facility available to all members of our community. Retrofitting an existing arena or building a new curling/multi-purpose facility requires funding and the \$250,000 would go a long way towards adding to the momentum that we have in developing a new facility in the west end of Toronto.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Etobicoke used to have 3 curling facilities and now there are none, leaving over 1,000 active curlers homeless. Adjacent curling facilities are overflowing so the demand is there; the problem is lack of supply of curling facilities. A curling facility in Etobicoke would be very successful in providing recreation to people of all ages and abilities and help to build our Etobicoke community. Winning the Kraft Project Play would be a huge boost to our community as we fundraise to finance the development of a new curling facility in Etobicoke. The momentum it would give us would be truly amazing!

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I have been curling since age 8 and playing in 'adult' curling leagues since I was about 16 years old (York CC). When I went away to university, one of the first things I did was register to be a member at the local club (KW Granite CC). When I eventually went to grad school, I did the same (Leaside CC). At every club I have found a community of people committed to playing hard, but also having a good time and being supportive. It is nice to know that wherever I move I know I can find a supportive curling community that helps ease the transition to new places. When competing at a big competition away from the club, many curlers will send messages of support during the event and often will even follow scores online! It's great to be part of a community that you really feel cares about your happiness and success.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

There are a variety of curling club models in Ontario - some are private, some are public, some are non-profits. Unfortunately many clubs in the GTA are private. The fees have historically been high, and these clubs are often controlled by (much higher paying) golfers. With land prices in Toronto surging and golfers resentful about the use of their facilities, many private clubs are closing their curling facilities. This despite many people who would love to try curling. Having another club dedicated to curling, open to all and not subject to the whims of wealthy golfers would go a long way to helping share the joy of this classic Canadian game.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Curling clubs are notoriously expensive to build. Despite the sport's popularity (a shocking number of people report watching & being interested in the sport!), governments often don't have the appetite to fund or support these projects as they do other facilities, like hockey arenas. This means clubs in Toronto are frequently turning people away and not able to run all the programming that would help new curlers experience the sport. Getting this support from Kraft would help make the sport more accessible to people from all backgrounds.

MELANIE A.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

When I began planning my retirement I decided to give curling a try. I found a community of people who were welcoming and more than willing to support me while I learned the game. Curling has become a winter activity that as a senior gets me out of the house making new friends and interacting with people in an active healthy way. Imagine my disappointment as the options for curling in the west end of Toronto slowly dwindled away. After this season there will be no curling available within a reasonable distance. I am hopeful we will be able to develop a curling facility that will benefit not only established curlers but will provide a low cost way to introduce young and older people to the game as well.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

By April 2020 there will be no curling facilities in Etobicoke. This not only leaves a large number of curlers without a facility to use but also means that people of all ages in the west end of Toronto have no way to be introduced to the sport.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Curling is a sport that can be enjoyed by people of all ages. With the last two Winter Olympics interest in curling has spiked and I'm sure that will happen again. By developing a public curling facility our community will have a place to curl.

TERRI T.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I curled for the first time only a few years ago at St George's G&CC. I met curlers ranging in age from teens to 90 year old Nancy Raithby and 94 year old Harry Sutton. I was impressed by how welcoming the curling community was and how encouraging they were to me as a new player. I had heard that curling was very social and that proved to be true. Every day there is friendly banter with much loud "team direction" on the ice and animated post game discussion off the ice. But the longer I play, the more I realize how much strategy and skill is required. I was lucky to receive instruction from Graeme McCarrell, our Curling Manager - a long time member and a previous World Champion! Talk about a storied curling history and a passion for play!! There is in fact a long history of curling at St. George's with many passionate curlers. They are wonderful community members who will be without a curling home in 2020 (the club will close curling to focus on golf).

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Unfortunately St. George's is not the only golf club to eliminate curling from its future direction. There is a severe shortage of curling ice to support the West end of the City of Toronto and a new rink is needed. This money would help support curling, another true Canadian winter sport that appeals to individuals of all ages by helping to build a new facility.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

For me curling became a way to enjoy winter at home in Etobicoke. It gets me out of the house, interacting with new friends and neighbours and staying active - in Canada! Perhaps that's also helped Nancy and Harry to be such healthy seniors! There aren't many alternatives for curlers now in our community. The closest available options are outside of our community and are full with waiting lists. Our ice was previously also used by schools and several other community groups. Where will they go and where will our curlers of the future train? It would be such a shame to see a true Canadian tradition disappear - just as other countries are discovering the sport. Winning the Kraft Heinz Project Play would not only help our community's displaced curlers. It would also allow the sport to continue to thrive with our potential curling champions of the future.

CATHERINE M.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I started curling when I was around 40 years old with my husband. Both of us were new curlers. It started as a night out and became so much more. The physical activity, camaraderie and entertainment we have enjoyed over the years cannot be fully expressed. We also got our kids interested in curling through their High School. It has now become a family sport that we can do together.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

However we just found out our curling club would be shutting down this spring. So it is important that the Etobicoke Curling lives on in a new Etobicoke Curling Centre. So the money would be used to help build the new curling facilities in Etobicoke.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

It is a great sport that you can learn and play at any age. Curling is a great Canadian pass time that needs to be supported and encouraged so that it can be passed on to other generations. We have seen many curling clubs associated with golf clubs close down over the last couple of years, especially in Toronto. So it is important to establish a Etobicoke Curling Centre so that the sport can live on thrive.

CHORLEY C.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

St George's curling was originally founded 60+ years ago. It has contributed to the local community over the years in building friendships amongst the neighbourhood participants. With this in mind, my wife and I joined 5 years ago to enhance our community involvement, expand our friendships and to enjoy a Canadian winter sport.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

With the recent closure of Weston, St George's (forthcoming), Lambton etc. in the West end of Toronto, there is now a pent up demand for a curling centric facility. Repurposing existing indoor skating rinks or new construction is costly and any/all monies put towards curling would go a long way.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Curling is like no other sport. It brings out the competitiveness within the players while building community bonds. It promotes a healthy sport for all ages 8 - 80+. Curling is far reaching over all demographics regardless of age, finances, skill sets. The end result being a facility that has a positive impact on the entire community.

STUART H.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

As curling clubs associated with country clubs closed in our area over the years the curlers sought membership in the remaining clubs. Many close ties first forged in bonspiels became cemented as club members as the desire to curl overcame distance. In this way the community of curlers expanded to include more diverse parts of the city playing a role in community cohesion.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

In assisting in the construction of a dedicated facility would finally give curlers, young and old, a secure place to share their passion for a game that encourages community.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

It would help provide a community facility where young and older citizens could compete and socialize. I would provide a facility that the local schools could use to introduce a game that is capable of being a lifetime interest.

SUSAN L.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

This west end of the city is full of adults, seniors, kids and people with disabilities. who have nowhere to curl. The last operational and affordable location is closing in April. Curling is known as Canada's second sport. It is inclusive, trendy (since the Olympics), a great form of exercise and curling does not discriminate between white, black, brown, able-bodied, religion or education. We will be lost without curling in the west end of the city. So as a group of concerned citizens we have formed a group to help raise funds to build a new curling site in the west end.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Receiving this money would help us build our club. We are asking the city for the land but we will have to 'raise the roof' ourselves...so we need money, and this would be an excellent start. We would also like to have the building occupied for the remaining months of the year (curling is a winter sport) with pickle ball, which is also good for young and old!

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

People can curl from 7 years old to 90 years old. It keeps kids off the street. It helps seniors get through the long cold winters. It keeps people active, out of the house and social during our coldest months. Thousands of people in the west end would be much happier with a modern new and affordable curling facility in the west end of Toronto.

EDWARD L

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I am a fifteen year curler. I live work and play in my community. I was recruited to try curling by a good customer. I proposed to my wife that we should curl as our date night, at that time our two children were 5 and 2. We Love it and it is still our date night. I believe a curling rink brings people together. It is a sport for all abilities and body shapes.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Currently there is no public curling rink available in our neighbourhood. We need a facility. The local schools and seniors groups need a facility. I need a facility.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

A public curling rink is important to the community because it is a meeting place for physical activity and socializing for men women and children. I believe a public curling rink would have a positive effect on the community.

JOHN R.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I have been curling for 30+ years and have been coaching/teaching/instructing curling for 20+ years. In that time I have seen the joy curling brings to all sorts of people. But the most rewarding would be the 13 year my wife and I spent teaching the sport to youth starting from age 7 (little rockers) up to age 20 (junior). Some of those 7 year-old kids are now enjoying the sport as adults. It is a tribute to the sport itself that young members of the community can find a sport they can play throughout their lives. The sport is built upon the grassroots, our youth. It is the perfect sport to instill the values of sportsmanship, fair play, and honesty.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

As of April, 2020, in the west end of Toronto and in particular the region of Etobicoke, there will be just one curling club to meet the needs of nearly 1 million people. There is no doubt without a new curling facility, the youth of Etobicoke will grow up without to opportunity to play the sport they will enjoy for the rest of their lives. Curling facilities are costly to build. These funds will be used to help build the new Etobicoke Curling Centre so that approximately 1000 new members, including the youth of our community, can participate. The loss of curling venues has been devastating to our community. The Kraft Heinz Project Play would help turn the tide.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

It is important that our youth learn about sportsmanship, fair play and honesty in sport and in life. Curling is a sport that promotes so many important life skills and behaviors. Skills and behaviors we want to see in everyone throughout our community. In curling, when a player breaks a rule, they readily tell their opponents. It is just what players do in curling. It is the nature of the sport. Curling games begin with handshakes with the opposition and end with handshakes with the opposition. Respect for the opposition, officials if there are any, and of course teammates. Winning the Kraft Heinz Project Play impact our community by helping create the venue which would be the place our youth would learn how to become strong, giving, respectful members of our community. The kind of community members we want and need.

BILL BAKER

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

The greater Toronto area has a long history of supporting the sport of curling. As an example, this year will be the 125th anniversary of the city wide Men's Curling Championships. The social aspects of the sport provide an opportunity for individuals to develop new and lasting friendships. Friendly competitions among the various curling facilities in the city allow curlers to experience the camaraderie and fellowship associated with the sport, and that applies equally to almost all age groups and ethnic backgrounds.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

At the end of this year's curling season there will be almost no place for curlers, and those who want to learn the sport to curl in the west end of the city of Toronto. This \$250,000 will be a significant addition to our fundraising campaign to build a new facility for those displaced by the closure of existing facilities and for those that want to pick up the sport.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

The sport of curling is growing around the world. New clubs are sprouting up in many countries as the sport's popularity grows due to its exposure at the Olympics. Given Toronto's diverse population individuals from these countries are seeing the success of curlers in China, Korea, Russia, Italy, etc. and they are now interested in trying the sport. The Etobicoke Curling Centre will meet that demand for the many thousands of potential curlers in the west end of Toronto. As a new facility, it can also be designed to meet the needs of those with disabilities that older facilities could not accommodate. And, as the cornerstone of a larger community centre, it will provide a place where residents can congregate and participate in a variety of activities that will strengthen the sense of neighbourhood for the area.

BONNIE S.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

I have passionately given 15 years to Curling. I love to play the sport, I watch the games on TV all winter long, but more than that I have met the most wonderful people, Curlers! When our club closes this Spring I will miss the game, but more I will miss the social interaction and the really great friends that I played and socialized with 3 and 4 times a week all winter. With the closing of all but one Curling Facility in Etobicoke my options to Curl will be to travel a long distance, and in City traffic congestion, during our blustery winter months. This is why I joined with the group of like-minded Curlers to encourage the City of Toronto to Partner with us to build a curling facility closer to home.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The prize money will help us to partner in the building of our facility, buy equipment, create a website, register our Not for Profit Organization, and create a "virtual curling club" until such time as we have our own place to play. We will plan events and weekly leagues with the intent to Rent Ice time at other facilities, run Learn to Curl programs to introduce new players to the sport of Curling.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Our vision is to create an all accessible facility. At this time in Canada there are very few Curling Arenas that are 100% accessible to the Wheelchair Curlers, to the Blind Curlers, of which there are a few hundred players! We hope that one day this facility could be Host to a Paralympics Event. Add to that the hundreds of Curlers in the West end of Toronto who in just the past year have found themselves without a place to Curl, one other facility closed last September putting over 300 Curlers out. The existing facility in Etobicoke is oversubscribed and has to turn people away! Curling is alive and well in Toronto, this is a game that brings the young and old out to play, and very often together, ages from 7 to 97, what other sport can make that claim!

MARK I.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

Curling has been a part of my life for 25 years, short in terms of most curlers my age. But, my 2 children have been curling for almost as long, and one, last year, achieved her goal of attaining a World Championship Gold Medal. The children were introduced to the game by us, the parents. But, it was a teacher who really encouraged their participation. After their first event, which was a school provincial championship, they came back, having won no games, and encouraged another 25 school kids to join the sport. It takes a Village to raise a child. At age 31, that gold medalist is now chair of the Toronto Curling Association (TCA), giving back as she had once been given. The TCA is wholeheartedly supporting this project.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

Etobicoke has suffered the loss of two facilities in two years due to cultural clash with golf. This represents 12 sheets of ice that are missing. Each ice represents a minimum of 100 players, of all ages, who would regularly participate. Those players have no facility to which to turn, close by, as the six facilities nearby are at capacity. This means that youth have no place to learn one of Canada's iconic winter sports. The project of the Etobicoke Curling Centre requires a new or renovated building that can service the latent demand of over 15,000 persons (1.1% of urban population in Canada curls). The immediate demand is for the displaced curlers, but the contribution of \$250,000 will pay for 1/4 of the cost of the curling shed proposed by this group. Curling is a growth sport.. The parable of "Build It, They Will Come" has played over again in Quebec and the USA of late. The project is required to keep our youth and seniors active in winter at an affordable rate.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

The Toronto Sports and Social Club's 20,000 members list curling as one of their activities. But, they have indicated that they cannot find ice facilities to accommodate them. Learn-to-Curl programs led by Curling Canada have swelled the ranks of new curlers in most corners of Canada, but that cannot happen for 15,000 possible curlers without a facility in Etobicoke. Memberships to a virtual club, sponsors and donors are swelling the funds that the group needs to start the build. The Kraft Heinz Project Play will advance the timing of the build, currently under negotiation to be built on public lands. Henceforth, it will be the reason why youth, who cannot afford or compete in hockey/ringette, can realize a network that will stay with them throughout their lives. The fundraising that is going on now is participatory with many bonspiels planned. The core groups are the displaced players but hundreds will participate in preparation for the dedicated facility of the future in Etobicoke.

BRUCE B.

TELL US ABOUT YOUR COMMUNITY'S SPIRIT AS WELL AS ITS PASSION FOR PLAY. CAN YOU DESCRIBE EXAMPLES OF HOW THIS CAME TO LIFE?

“Hurry hard!” “Take-out weight” “Draw to the button.” These are just some of the phrases that are slowing dying in the dialect of residents of Etobicoke and Toronto’s West End. Four clubs have closed in Etobicoke over the last decade leaving thousands of West Toronto residents without a place to play their favourite winter sport! The West End Curling Committee (WECC) is a group of passionate curlers from various closed or closing curling clubs, working to provide Toronto’s West End with a place to play their favourite winter sport. WECC wants the City to build a new facility (the City runs 3 in East Toronto) and create an all-inclusive community oriented sports centre that would house curling in the winter, pickleball, summer camp and other sports in the summer. Curling is a truly Canadian passion enjoyed by all ages and cultures. It is a unifying winter pastime that provides recreation and social interaction. A true community building winter pastime.

DESCRIBE HOW THE \$250,000 WOULD BE BEST USED TOWARDS IMPROVING THIS PLACE TO PLAY.

The cost to build a new six sheet curling facility has been estimated at \$6 million. The City has indicated any funding we can provide towards this bill will greatly enhance our chances of getting the project approved quickly. We would dedicate \$100,000 of this fund to the building cost to help gain approval of our project. WECC is also running fundraisers at various curling facilities throughout the season to raise at least another \$100,000. WECC is also working to secure a Not for Profit loan which could take us to close to 20% of the total project cost – enough to make the City take action! The remaining \$150,000 of this fund will be used to buy the equipment needed at the opening of our new club. Curling rocks, brooms, ice-scraping equipment and other ice-making tools will be purchased so we can be ready to curl as soon as the arena is built.

WHY IS THIS PLACE TO PLAY IMPORTANT TO YOUR COMMUNITY AND HOW WOULD WINNING THE KRAFT HEINZ PROJECT PLAY IMPACT YOUR COMMUNITY?

Curling is more than just a sport. It’s an all-inclusive community activity that gives players social interaction, competitive recreation and some much needed physical activity during the winter. The addition of a curling centre with an attached community centre will totally change the nature of Centennial Park and make it a hub for social activity in the West End of Toronto. The facility will be wheelchair accessible and become the home of the Ontario Wheel Chair curlers and space will be provided to ensure Blind Curling is also enabled. This all-inclusive community-oriented project is desperately needed and will be immensely popular from day one. The community members participating in our planned curling centre will be varied and diverse. Curling will benefit community members of all ages (7 to 90+), all cultures, all ethnic backgrounds, all social-economic situations, all skill levels, all scholastic levels (kindergarten to university), all religious and cultural affiliations.